

## JIMMY SCHWARTZ

Advertising and Marketing Writer, Creative Director

Write me: [jimmywords@gmail.com](mailto:jimmywords@gmail.com) Judge me: [www.jimmyschwartz.com](http://www.jimmyschwartz.com) Call me: 6304141656

### **ABOUT ME:**

I'm a marketing writer with extensive experience in broadcast content, radio, print and retail activation. I've written over 250 national TV commercials and 500+ radio spots and consider myself a skilled contributor to all media channels and agency needs. I work as a freelancer by request.

### **2017 to 2022:**

Concept writer/CD for **VMLY&R**, a 360 communications company. I touched most major brands in house including Coke Brands, Kimberly-Clark Family Care Brands (Scott, Viva & Kleenex), Mondelez, General Mills, ALEN Cleaning Brands, Foster Farms, and new biz like Emirates Airlines.

### **2014-2017**

Joined a top insight-based shopper agency, **ARC/LEO BURNETT** as a writer/creative director. I wrote retail platforms and activation for P&G's Crest, Oral-B, Always and Tide, Verizon, Samsung, Walmart, Target, MillerCoors, McDonald's and more. In 2017, I was the writer for the current Lurie Children's Hospital brand campaign, "*All, For Your One.*"

### **BEFORE THAT:**

VP/CD/Writer at **FCB CHICAGO** for over two decades, creating brand building campaigns for virtually all of FCB's largest accounts including Miller Coors, Kraft Foods and S.C. Johnson.

### **BRANDS**

The brands I have worked on are probably a lot like yours and have provided me with a wealth of insight and experience across a variety of categories. Each has its own unique brand archaeology: Coors, Coors Light, Miller Lite, Coca-Cola, Kraft Mac & Cheese, DiGiorno, Pizza Hut, Jell-O, OREO, Philly Cream Cheese, Velveeta, belVita, Applebee's, KFC, Quaker State, Windex, Edge Gel, Raid, Ziploc, Stelara (Pharma), the University of Chicago Booth School of Business, Lurie Children's Hospital and the Chicago Cubs, to name a few.

## **WHAT ELSE?**

I pursue not-for-profit opportunities because it's important. I have worked for the Juvenile Diabetes Research Foundation, World Wildlife Fund, National Partnership for Women and Families, the Carnegie Institution for Science, Alliance for Water Efficiency, Robert Wood Johnson Foundation and Lamb's Farm in Libertyville.

My work has appeared in the *Wall Street Journal's* annual list of America's Top 25 Best-Liked/Best Remembered Commercials three times for two different agencies.

My food writing has appeared in two James Beard award-winning publications, *Gastronomica* and *Leite's Culinaria*. I am also an avid cook, guitar player, art enthusiast, incurable Cub fan, dedicated husband and awestruck father of two. There are eleven mushrooms in the forest that I can positively identify and cook for you without sending you to triage.

## **MY EDUCATION**

Bachelor of Science in Journalism/Advertising from Northern Illinois University. Further education is credited to hearsay, good parenting, big ears, quality note taking, brilliant colleagues, the occasional gut-wrenching defeat, generous clients and a little something new every day.

Thanks for your consideration and for taking the time to read this. Websites are, by nature, reductive. If there's something you don't see here that you need, do not hesitate to ask me.



Yes, that is me. (Spoiler alert: the bear was stuffed.)